

**ABSTRACT OF THE DISCLOSURE**

This present invention is embodied in a system and method for ordering a consumer item (such as a product or a service) in an interactive computer environment. The system of the present invention includes a user interface that provides automatic and real-time updating of attributes and available options of the consumer item being ordered. Further, the user interface provides a true visual or audio representation of the consumer item as it is being ordered. The present invention also includes a method for ordering a consumer item using this system. The method includes separating the consumer item into intuitive portions that includes base components and categories of available options. The base components and options categories are presented to a consumer through the user interface and the consumer selects the available choices. The method of the present invention includes automatic and real-time updating of attributes and available options so as to provide the consumer with current information and ensure that the consumer cannot select an unavailable option.

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